



ARTISTIC EVALUATION: Visual Art and Crafts

This evaluation is intended to represent an objective aesthetic judgement. **Specialist advisors and officers should avoid making judgements based on their own personal tastes and preferences wherever possible.**

Artist:	Lara Favaretto
Venue:	Tramway 2, Glasgow
Title of Event :	Lara Favaretto
Type of Event:	Exhibition
Date of Visit:	9.12.2009
Overall Rating:	Excellent
<p>This was Lara Favaretto's first museum show in the UK. The installation was comprised of lining the walls of Tramway 2 with car-wash type brushes of varying vibrant colours. Timed to go on and off at different times and at different speeds the kinetic works had a powerful presence. The stop/start of mechanical rotations created breezes throughout the space-involving the viewer on a physical and intellectual level it also threatened to diminish the 3 large cubed piles of black confetti placed on the floor. The work referenced idea's of entropic decay together with notions of performance and the carnivalesque. The playful works provided a visually striking and thought provoking installation that proved popular with audiences of all ages.</p> <p>The printed Tramway guide to the exhibition provided a useful and informative entry to the work of Lara Favaretto, this also contained the text from a recent MAP magazine article. There were several reviews published in print media, these were available on the Tramway website. The Tramway autumn/winter guide mentioned there were a series of talks and events programmed to coincide with the exhibition.</p>	
Name: Steve Hollingsworth	Date: 10.12.2009
Scottish Arts Council Officer	Specialist Advisor

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named above. It has been prepared by either a specialist Advisor, or an officer of the Scottish Arts Council, as indicated on the form. The report will be circulated to the organisation which produced the work and to the management of the venue, if the venue is core funded by the Scottish Arts Council.

The report will form evidence for the Artistic Leadership and Public Engagement sections of the Quality Framework and be taken into account in assessing the work of the producing company in relation to future applications for funding to the Scottish Arts Council. It may also be used by the Joint Board to report on the overall performance of its funded organisations.

Evaluators should enter their rating under each section, explaining briefly their reason for the rating with reference to their comments under each section. Ratings should be given in accordance with the following:

- Very poor-** standard falls well below what is acceptable.
- Poor** - not well conceived and executed
- Satisfactory**
- Good** - well conceived and executed
- Very Good** – well conceived and executed to a very good standard
- Excellent** – Inspiring and executed to an exceptionally high standard

1. Artistic Assessment

Please evaluate the artistic quality of the event, with particular reference to the strengths and weaknesses of the following:

Criteria	Rating	Comments and key reasons for rating
<p>Vision and imagination of work</p> <ul style="list-style-type: none"> Quality of ideas, execution of work and installation if you have seen other work of this artist(s) before, please comment on any relevant comparisons 	Excellent	<p>The exhibition by Italian artist Lara Favaretto at Tramway was the first museum show of her work in the UK. Favaretto had installed a series of multi-coloured car-wash brushes in different configurations mounted on heavy steel panels, lining the walls of Tramway 2. Programmed to go on and off at different times, the kinetic works (machine del divertimento-fun machines) had an immediate sensory impact upon an audience, creating vortices of cool air, slowly threatening to destroy the cubed form of three large piles of predominantly black confetti placed on the floor. Although the works could be enjoyed on a purely physical and visual level they contained many interesting conceptual ideas and art historical references. The works were infused with ideas of wear and decay, the motors of some brushes audibly wearing out and the colours becoming grubby and worn against the rusting panels they were mounted upon.</p>
<p>Curatorial/ programming vision/ selection</p> <ul style="list-style-type: none"> How does it fit within the artistic vision of the organisation? If the event is part of a Festival, please say how it contributes to the overall programme. 	Excellent	<p>The exhibition was curated by Tramway's Claire Jackson, together with Franco Noero Gallery, Turin. Tramway is an ideal venue for such an exhibition and the work held the cavernous space of Tramway 2 well. Tramway has traditionally been a venue where established contemporary artists from Europe are invited to show ambitious work which is previously unseen in Scotland, this show fitted that tradition very well.</p>
<p>Success of event against stated aims of exhibition</p> <ul style="list-style-type: none"> How does it relate to information contained in the programme, the website or other printed material? How well did it communicate the artistic themes? How did the event originate eg from the exhibiting/ producing organisation, from the artist or from commission? <p>Education events – see ¹below for definition</p>	Very good	<p>The show related well to its written representation in the information Tramway publish. The exhibition guide available free was well written and informative with two separate pieces of writing-one was the text written by Alessandro Rabottini who was commissioned by MAP magazine to write on the work of Lara Favaretto.</p> <p>The exhibition arose through a curatorial collaboration between Claire Jackson of Tramway and Franco Noero Gallery, Turin.</p> <p>As I visited the exhibition in its final week, I wasn't aware of the scope of any previously programmed education events.</p>
<p>Quality of Public Engagement</p> <ul style="list-style-type: none"> Use of space and overall layout/hang? What interpretation or support materials were available? Were labels/maps available and how appropriate were they? Was a Visitor Book available or opportunities for audiences to comment/interact? What were the comments like overall? What activities were available to enhance the experience of the event eg workshops, artist's talks, discussion groups programmes, 	Very good	<p>The work held the space of Tramway 2 very well both the physical presence of the work and its conceptual content wasn't drowned by the cavernous space of Tramway 2. There was a small exhibition guide published that included two texts that expressed themes of the work well. There was a map in the exhibition guide.</p> <p>A visitors book was provided by the entrance to Tramway 2. The comments were predominantly favourable and indicated the popularity of the work with a young audience. Tramway has a large participation program as listed in its publicity- as I visited the exhibition in its last week I was unaware of events programmed to specifically coincide with Favaretto's themes and Ideas.</p>

¹ Education is a bridge between artform excellence and increased access and participation, and it is people centred. Providing opportunities for learning and progressing in an artform or using an artform to address other, non-artistic, outcomes are equally valid; in either case a high quality strategic approach is required in order to benefit the participants and the organisation. Delivery can be through workshops, post/pre-show discussions, outreach work, etc aimed at any age group.

Criteria	Rating	Comments and key reasons for rating
on line info?		

2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and the venue, with reference to the checklist below, including additional comments/observations. Please try to view the venue and the services, and interpretative material as though you had never visited it before eg if you did not know the venue's location, how easy would it be to find your way there, and to find your way around once you had arrived?

Criteria	Comment																
<p>Location and suitability of the venue for the event</p> <ul style="list-style-type: none"> Is it easy to find? Is it on a main transport route? Are the spaces clean? How suitable was it for the exhibition? 	<p>Tramway is very easy to find on the Southside of Glasgow and a guide to transport routes and a map are at the back of the Tramway Autumn/Winter guide.</p> <p>The spaces were clean and well kept.</p> <p>Tramway is ideally suited to work of ambitious nature and scale and Lara Favaretto's work inhabited the space very well.</p>																
<p>Information/ interpretive material at venue</p> <ul style="list-style-type: none"> Are there programmes, posters and displays about the event? Is there information on the venue's website? 	<p>Tramway publish an A4 colour brochure that lists all events at Tramway including the Favaretto exhibition. There was a folded exhibition guide available free.</p> <p>Information was available on the Tramway web-site which had links to reviews of the show.</p>																
<p>Publicity/ pre-publicity</p> <ul style="list-style-type: none"> What leaflets, posters, websites, did you see the event listed in? What publicity materials are produced? Is it easy to understand/appropriate to the intended audience? Where can you get the information? Is there Acknowledgement of Scottish Arts Council Funding²? <p>Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.</p>	<p>The exhibition was listed on the following web-sites:</p> <p>http://www.guardian.co.uk/artanddesign/2009/oct/24/exhibitions-previews-the-guide</p> <p>http://news.scotsman.com/reviews/Art-review-Lara-Favaretto-Tramway.5784751.jp</p> <p>http://www.list.co.uk/article/21795-lara-favaretto/</p> <p>http://www.creativeboom.co.uk/glasgow/2009/11/18/lara-favaretto-at-tramway/</p> <p>http://www.theskinny.co.uk/article/97730-lara-favaretto-tramway</p> <p>http://www.creativeboom.co.uk/glasgow/2009/11/18/lara-favaretto-at-tramway/</p> <p>http://www.journal-online.co.uk/article/6123-lara-favaretto</p> <p>There was also an informative pod cast on the following web-site http://tramway.jellycast.com/audio/play/3 which interviewed visitors to the show and Tramway staff-if downloaded before visiting the show, this would have been a useful audio guide.</p>																
<p>Signage and signposting</p> <ul style="list-style-type: none"> Is the entrance clearly marked? Is there clear internal directional signage? Is there Braille signage or signage for audio loops? 	<p>All signage in Tramway is extremely clear for visitors. Internally and externally. There wasn't Braille signage or audio description for Tramway 2 but this is available in Tramway 1 and 4.</p>																
<p>Access and provision for disabled people</p> <ul style="list-style-type: none"> Please insert yes/no in the boxes to reflect what you notice about the venue/event <p>Please add in any additional comments below the table</p>	<table border="1"> <thead> <tr> <th></th> <th>Yes/No</th> <th></th> <th>Yes/No</th> </tr> </thead> <tbody> <tr> <td>BSL interpretation</td> <td>no</td> <td>Audio description</td> <td>no</td> </tr> <tr> <td>Captioning</td> <td>no</td> <td>Lift/ramp</td> <td>Ground level access</td> </tr> <tr> <td>Accessible toilets</td> <td>yes</td> <td>Accessible marketing materials eg website or alternative formats eg large print, Plain English</td> <td>Web-site</td> </tr> </tbody> </table>		Yes/No		Yes/No	BSL interpretation	no	Audio description	no	Captioning	no	Lift/ramp	Ground level access	Accessible toilets	yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	Web-site
	Yes/No		Yes/No														
BSL interpretation	no	Audio description	no														
Captioning	no	Lift/ramp	Ground level access														
Accessible toilets	yes	Accessible marketing materials eg website or alternative formats eg large print, Plain English	Web-site														
<p>Customer service</p> <ul style="list-style-type: none"> How was the quality and efficiency of staff (invigilators etc) If possible, comment on how responsive they were to the needs of disabled customers? 	<p>Staff were courteous and helpful to visitors.</p> <p>I wasn't able to see any disabled visitors on my visit, although Tramway 2 is at ground level and easily accessible to wheelchair users.</p>																

² In press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, company's website, notices display, exhibition materials, websites and advertising, recordings, publications, video, broadcasts, computer programmes etc.) Where the event is publicised in the programme brochure of another

3. Organisation's Comments (optional)

This is the organisation's opportunity to respond to points raised within this assessment. Please do not feel obliged to fill this section in. In the spirit of the Quality Framework, we would ask that any comments are self-evaluating, providing an insight as to why, if there is, a major disagreement of response between the organisation and the evaluation, in a constructive way.

This will not alter the rating given by the assessment, but will allow the organisation the opportunity to give their opinion/feedback. The Scottish Arts Council reserves the right to edit comments if they are deemed to be libellous or defamatory.

As the Scottish Arts Council implements the Quality Framework internally, we intend to publish artistic evaluations on organisations that we support regularly on our website. The final artistic evaluation, including the organisation's response will be published on a quarterly basis on our website.

Please keep your response to max 500 words. If we do not hear from you in 15 days, we will assume that you do not want to respond.